

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 22nd year

8 East 77th St./New York 21, N. Y./TR 9-2343/MAR. 19, 1962

1962

january	february	march
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 16, 1962</u>			
Thursday March 15 11:00 A.M.	PRESS PREVIEW: LATE SUMMER COLLECTION Galanos will present his late Summer and transitional collection to the press. <u>By invitation only.</u> Publicity: Maxwell-Latham-Mathews, PL. 3-5556.	GALANOS	SHERATON EAST HOTEL TRIANON ROOM
Thursday March 15 12:00 Noon- 2:00 P.M. Luncheon	PREVIEW AT LUNCHEON: KNITWEAR FASHIONS Dalton of America and its James Kenrob division will preview their Fall collection of knitted suits, dresses, and separates in wool and cashmere ensembles. For press and buyers, by invitation. Publicity: Bob Turk at Donald E. Degnan Assoc., 247 Park Avenue, TN. 7-0808.	DALTON OF AMERICA (1407 BROADWAY)	HOTEL PIERRE ROOF GARDEN
Thursday March 15 12:00 Noon- 4:00 P.M.	SPRING FASHIONS AT BENEFIT SHOWING Christian Dior-New York will present their Spring fashions, available at Lord & Taylor, for benefit of the Nassau Hospital. By invitation. Contact: Mary McFadden, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	GARDEN CITY HOTEL (L.I.) BALLROOM
Thursday March 15 12:30 P.M. Luncheon	"THE BEAUTY EDITORS SPEAK" Speakers: June Clark, "Seventeen"; Bruce Clerke, "Mademoiselle"; Karllys Daly, "Glamour"; Miriam French, "McCall's"; Elinor McVickar, "Harper's Bazaar"; Meg Mundy, "Vogue." (Cocktails--12:00 Noon.) By reservation. Tickets: \$9.50 (members), \$12.50 (non-members). Publicity: Annette Green Associates, 101 Park Avenue, MU. 3-5563.	THE FRAGRANCE FOUNDATION	HOTEL PLAZA TERRACE ROOM
March 15	STERN'S CUSTOMER SHOWINGS OF IMPORTS 12:30 AND 6:00 P.M., SPECIALTY CORNER.		
March 15	OHREBACH'S CUSTOMER SHOWING OF IMPORTS, 12:45 P.M., FIFTH FLOOR.		
Friday March 16 1:00 P.M. Luncheon	PREVIEW: SPRING CUSTOM-ORDER FASHIONS Showing of Laurice Keyloun's Spring custom-order collection. For press and club members, by invitation. <u>Limousine to and from showing at 12:00 Noon, Drake Hotel, Room 301.</u> Publicity: Martha Holiday, RE. 7-2160.	LAURICE KEYLOUN (WHITE PLAINS)	WESTCHESTER COUNTRY CLUB (RYE, N.Y.)
Friday March 16 5:30 P.M.- 6:30 P.M. Cocktails	"FASHIONS ON THE AVENUE"--SHOW "After One"--couture ready-to-wear and boutique by Gemma of D'Andrea. Furs--J. Diamond. Coiffures--Emile Bock. Gloves--Kislov. Hosiery--Phoenix. Cosmetics--Tourneur. No minimum. Also Sunday, March 18, brunch, 1:00-3:00 P.M. Reservations--\$4.50; contact: Mr. Hugo, PL. 5-0600. Fashion Show Producer: Martha Holiday, RE. 7-2160.	GEMMA OF D'ANDREA BROS. (17 WEST 50TH STREET)	HOTEL DRAKE MON PLAISIR
March 17	ST. PATRICK'S DAY--Saturday.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, MARCH 18, 1962</u>			
Sunday March 18 12:30 P.M. Brunch	SPRING COATS AND SUITS AT BRUNCH Spring coats and suits by Wm. Devitz, available at Bergdorf Goodman. Hats--Irene. Gloves--Kislav. Shoes--Ferragamo. Jewelry--Ann Caviness. Reservations--\$4.00; contact: Mr. Francois, CI. 6-7700. Publicity: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.	WM. DEVITZ (512 SEVENTH AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM
March 18	BRUNCH SHOWING OF READY-TO-WEAR AND BOUTIQUE AT DRAKE HOTEL. (See Pg. 1)		
Sunday March 18- March 21	ELEVENTH NATIONAL PRESS WEEK IN DALLAS Newspaper fashion editors and syndicate writers will be invited to see Summer showings by 30 members of the Texas Fashion Creators Association at annual press week. By invitation. Contact: Mrs. Velma McKee, 913 Tower Petroleum Building, Dallas, Texas.	TEXAS FASHION CREATORS ASS'N.	SHERATON DALLAS HOTEL DALLAS, TEXAS
Beginning Monday March 19	LATE SUMMER AND TRANSITION COLLECTION Continuous daily showings of Milarre's late Summer and transitional col- lection. Contact: Milton Lichtenstein, WI. 7-7787.	MILARRE ORIGINALS, INC.	1400 BROADWAY SHOWROOM - 9TH FLOOR
March 19- March 21	ANNUAL INTERNATIONAL BEAUTY SHOW AT STATLER-HILTON HOTEL. Contact: Joseph Byrne, Managing Director, 16 West 46th Street, PL. 7-9050.		
Tuesday March 20 11:30 A.M.	SPRING-SUMMER PREVIEW BY TWO DESIGNERS Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S.A. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday March 20 2:30 P.M.- 5:00 P.M.	PUBLIC SHOWING OF ITALIAN FASHIONS Showing of fashions by Fontana of Rome, with commentary by Neva Patterson. Reservations (smorgasbord, including cocktail)--\$4.50; contact: Mr. Jacob- son, PL. 9-6260. Publicity: Irving Silverman, PL. 5-6090.	FONTANA OF ROME	GRIPSHOLM RESTAURANT 324 EAST 57TH STREET
Tuesday March 20 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Elizabeth Arden's ready-to-wear custom originals. (Note Change Of Date.) By invitation. (For release, Thurs., March 22.) Publicity: Alan McGeehan at Rasponi Assoc., 667 Madison Avenue, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Tuesday March 20 3:30 P.M. Cocktails	PREVIEW OF FALL KNITWEAR COLLECTION Darlene will present their Fall knitwear collection of separates and coor- dinates. For press and buyers, by invitation. Continuous daily thereafter at showroom. Contact: Bernard J. Goodman, BR. 9-9400.	DARLENE KNITWEAR, INC. (1407 BROADWAY)	HOTEL PLAZA CRYSTAL ROOM
Wednesday March 21 10:00 A.M. Continental Breakfast	PRESS SHOWING OF IMPORTS AND COPIES Gimbels' showing of import fashions and adaptations to the press. (For release Friday, March 23.) By invitation. Customer showings Mon., March 26 at 12:30 and 6:30 P.M., 3rd floor; also Thurs., March 29 at 6:30 P.M. Publicity: Margot Infantino, IO. 4-3300.	GIMBELS	3RD FLOOR SPECIALTY CORNER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 22	ELIZABETH ARDEN'S RELEASE DATE--Preview March 20 at 3:00 P.M. (See Pg. 2)		
Thursday March 22 12:00 Noon Luncheon	FIRST LUNCHEON: DESIGNERS' SERIES "The Whole Cloth"--Speaker: Jack Lenor Larsen, fabric designer. Prices: \$6.50, members; \$7.50, guests. Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEX. AVE.)	HOTEL PIERRE BALLROOM
Thursday March 22 12:30 P.M. Luncheon	EUROPEAN READY-TO-WEAR AT LUNCHEON Macy's "made-in" collection of ready-to-wear from Europe, during luncheon. Press by invitation. Public by reservation. Contact: "Banquet Dept.," PL. 9-3000. Macy Publicity: Stephanie Horton, OX. 5-4400. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	MACY'S NEW YORK	HOTEL PLAZA BALLROOM
March 23	GIMBELS RELEASE DATE--Import fashion preview March 21 at 10:00. (See Pg. 2)		
Friday March 23 5:30 P.M.- 6:30 P.M. Cocktails	"FASHIONS ON THE AVENUE"--SHOW "After One"--Spring ready-to-wear by Kaye Walton. Furs--J. Diamond. Coif-fures--Emile Bock. Gloves--Kislav. Hosiery--Phoenix. Cosmetics--Touneur. No minimum. Also Sunday, March 25, brunch, 1:00-3:00 P.M. Reservations--\$4.50; contact: Mr. Hugo, PL. 5-0600. Fashion Show Producer: Martha Holiday, RE. 7-2160.	KAYE WALTON (1100 MADISON AVENUE)	HOTEL DRAKE MON PLAISIR
Sunday March 25 12:30 P.M. Brunch	SPRING COLLECTION AT BRUNCH Summer collection, designed by Don Breitingner, available at Lord & Taylor. Hats--Irene. Gloves--Kislav. Shoes--Ferragamo. Jewelry--Ann Caviness. Reservations--\$4.00; contact: Mr. Francois, CI. 6-7700. Publicity: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.	HAROLD LEVINE, INC. (530 SEVENTH AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM
March 25	BRUNCH SHOWING OF SPRING READY-TO-WEAR AT HOTEL DRAKE. (See Above)		
Beginning Monday March 26	OPENING OF FALL COLLECTION Showing of misses sweaters, sportswear, separates, and knit dresses. Men's sweaters and jackets. Boys' sweaters, sizes 6 to 20; girls, 7 to 14; pre-teens, 8 to 16. By appointment. Publicity: Kathy Russo; showroom contact--Barbara Renning, OX. 7-0811.	JANTZEN, INC.	261 MADISON AVENUE SHOWROOM - 11TH FLOOR
March 28	MACY'S RELEASE DATE--Children's Easter Dresses by Joseph Love. (No Show)		
Wednesday March 28 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON "Fashion Show of the Month"--showing of Mollie Parnis' Spring and Summer fashions, available at Bonwit Teller. Rummage donation for Girls' Club of N.Y. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	MOLLIE PARNIS	SHERATON EAST HOTEL BALLROOM
Wednesday March 28 4:00 P.M.	GIRLS DRESSES FOR FALL 1962 Showing of Chemstrand-Shepardess Fall girls' fashions, featuring back-to-school and Sunday clothes of Acrilan, sizes 3 to 6x, 7 to 14. For press and buyers, by invitation. Publicity: Mary Ann Zimmerman at Bell & Stanton, 441 Lexington Avenue, YU. 6-1250.	SHEPARDESS (112 WEST 34TH STREET)	SHERATON EAST HOTEL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 3 2:00 P.M.	OPENING: EARLY FALL COAT COLLECTION Showing of Originala's early Fall coat collection.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	Contact: Louis Mariani, BR. 9-8988.		
Tuesday April 3 3:00 P.M.- 6:30 P.M.	PRIVATE PREVIEW OF NEW SHOWROOMS Preview for press of Schumacher's new showrooms and showing of new designs and products. By invitation. (Official opening, Monday, April 9.)	F. SCHUMACHER & CO.	939 THIRD AVENUE AT 56TH STREET
	Publicity: Mr. Rene Carrillo, LO. 5-5700.		
Thursday April 5 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING "The Common Market"--Speaker: Doris Fleeson, news analyst and columnist. Co-chairmen: Conoldine Burnett (Frederick Atkins), and Eve Orton ("Harper's Bazaar"). Prices: \$8.00 (members), \$10.00 (guests). Fall-Winter 1962 fabrics on exhibit, 10:00 A.M. to 3:00 P.M.; admission \$1.00 at door for those not holding luncheon tickets. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Friday April 6 10:00 A.M. Coffee	PRESS PREVIEW OF MATERNITY FASHIONS Preview for press of Spring-Summer maternity fashions, designed by Helene Scott. By invitation. Publicity: Paula Miller, LE. 2-0200, Ext. 340.	LANE BRYANT (465 FIFTH AVENUE)	10TH FLOOR
Friday April 6 2:30 P.M.	OPENING: ADVANCE FALL-WINTER COLLECTION Advanced Fall-Winter collection April 6 and 11 at 2:30 P.M. By appointment. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday April 10 9:30 A.M. Breakfast	PREVIEW OF SPRING LINGERIE COLLECTION Elizabeth Arden will preview her Spring lingerie collection to the press. By invitation. Publicity: Alan McGeehan at Rasponi Assoc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 8TH FLOOR
Tuesday April 10- April 11 1:00 P.M.	OPENING: EARLY FALL DRESS COLLECTION The Mr. Mort early Fall dress collection, designed by Stanley Herman. <u>By admission card only.</u> Contact: Jean MacGregor, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday April 11 2:00 P.M.	PREVIEW: ADVANCE FALL JUNIOR FASHIONS Mam'selle will present their early Fall collection, designed by Betty Carol. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
April 11	CHRISTIAN DIOR-NEW YORK ADVANCE FALL-WINTER FASHIONS AT 2:30 P.M. (See Above)		
Thursday April 12 3:30 P.M. Champagne	PREVIEW: SPORTSWEAR, COORDINATES & KNITS "California Jewel Thieves"--showing of coordinates, sportswear, and knits for Fall. <u>Show promptly at 4:00 P.M.</u> For press and buyers, by invitation. Contact: Susan Shaw or Gerry Ahearn, LO. 5-2442. Publicity: Joy Frizze Hicks, 611 Mission Street, San Francisco, EXbrook 2-8723.	KORET OF CALIFORNIA	1407 BROADWAY SHOWROOM - 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 16 12:30 P.M. Luncheon	SPRING AND SUMMER COTTON FASHION SHOW Fashion Show Of The Month--"Designers' Signatures For City-Wise Fashions"-- Galey & Lord Spring and Summer cottons by 14 leading designers: Larry Aldrich, Harvey Berin, Oleg Cassini, Cole Mort (Mlle Ricci), Jane Derby, Estevez, Arthur Jablow, Ben Reig, Maurice Rentner, Tiffeau Busch, Trigere, Hannah Troy, Adele Simpson, Herbert Sondheim. Public by reservation. Press by invitation. Contact: "Banquet Dept.," PL. 5-1000. Publicity--Galey & Lord: Rosemary Sheehan, MU. 5-1280. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	GALEY & LORD	SHERATON EAST HOTEL BALLROOM
April 18	PASSOVER -- begins Wednesday, April 18, at sundown. (April 19-26)		
April 20	GOOD FRIDAY		
Saturday April 21- April 29	SIXTH EDITION OF AUTOMOBILE SHOW Hours: Daily--11:00 A.M. to 11:00 P.M.; Sunday--1:00 P.M. to 8:00 P.M. Prices: Adults--\$1.50; Children--75¢. Publicity: United Public Relations, PL. 1-3950.	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE

EASTER ACTIVITIES IN NEW YORK CITY

Sunday April 22 1:00 P.M. Luncheon	FASHION SHOW ON EASTER SUNDAY Mr. John will show his collection of custom hats, couture, furs, and accessories; also men's hats and accessories. Mr. John Publicity: Joseph Mann, PL. 7-1966. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	MR. JOHN, INC.	SHERATON EAST HOTEL BALLROOM
Sunday April 22 1:30 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON Showing of hats by Sally Victor. Furs--Christie Brothers. Children's fashions--Cinderella. (Ready-to-wear designers to be announced.) Fashion show director and commentator: Mia Grau. Reservations--\$9.00. Contact: Headwaiter, EL. 5-3000.	LEADING DESIGNERS	WALDORF-ASTORIA EMPIRE ROOM
Sunday April 22 1:00 P.M. And 3:00 P.M. Brunch	HATS AND FASHIONS AT EASTER BRUNCH Showing of hats by Emme; Summer dresses, designed by Don Breitingner for Harold Levine. Furs--Mirka for Couture Furs. Jewelry--Ann Caviness. Gloves--Kislav. Shoes--Ferragamo. Coiffures--Tony Migliaro. Reservations--\$6.00; contact: Mr. Francois, CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.	EMME; HAROLD LEVINE, INC.	HAMPSHIRE HOUSE FOUNTAIN ROOM
Sunday April 22 2:30 P.M. Luncheon	PRESENTATION OF FASHIONS AT LUNCHEON Hats--Rose Sapphire. Children's fashions--Joseph Love. Furs--Mona Lisa, designed by Max Koch. (Ready-to-wear to be announced.) Fashion Show Director and Commentator: Mia Grau. Reservations--\$9.00. Contact: Headwaiter, EL. 5-3000.	LEADING DESIGNERS	WALDORF-ASTORIA SERT ROOM

Wednesday May 2 2:30 P.M.	FALL SPORTSWEAR AND SWEATERS Fall sportswear and sweaters, designed by Stanley Wyllins. By admission card only. Contact: Jean MacGregor, OX. 5-4760.	MR. MORT SPORTSWEAR; MR. MORT SWEATERS	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Saturday April 28	FALL OPENINGS IN CALIFORNIA <u>April 28:</u> Oscar of Beverly Hills; M. Nadler; Georgia Bullock; Helen Rose; H. Charles; Ernest Newman; Los Angeles Fashion Guild. <u>April 29:</u> Maxwell Shieff; Michael Novarese; Jewel; Helga. <u>April 30:</u> Werle; Elis Porter; Marusia; Travilla; Cahill; Irene; Kilpatrick. By appointment: M. Nadler; Mike Anthony; Wayne Fuller; Michael- son Inc.; Charles Cooper. <u>May 1:</u> Peggy Hunt; Cooper's Couture. <u>May 2:</u> Stanley Nelson. Contact: Barbara L. Trister, 819 Santee Street, Los Angeles.	LOS ANGELES FASHION GUILD	LOS ANGELES CALIFORNIA

Tuesday May 15 9:00 A.M. Breakfast	SUB-TEEN FASHIONS & MERCHANDISING CLINIC Eighth annual back-to-school subteen fashion and merchandising clinic--com- plete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for trade, press, and merchandisers. Publicity: Pat Di Sernia, Fashion and Merchandising Director, The American Girl Maga- zine, PL. 1-6900.	AMERICAN GIRL MAGAZINE	F. I. T. 227 WEST 27TH STREET
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Tuesday May 15 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Fall junior fashions, designed by Anne Klein. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
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Tuesday May 15 2:30 P.M.	OPENING OF FALL COLLECTION Maurice Rentner's Fall collection, designed by Bill Blass. Showing May 15, 17, 22, 23, 24, 29, 31, June 5, 7 at 2:30 P.M. By reservation. Publicity: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
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Wednesday May 16 1:15 P.M.	OPENING OF FALL DRESS COLLECTION Sylvia Kaplan's Fall dresses and ensembles for daytime and late-day wear. By invitation. Contact: Miss Fritzzi, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
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Wednesday May 16 2:30 P.M.	OPENING OF FALL COLLECTION Showings at 2:30 P.M., May 16, 23, June 5, 13. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
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Thursday May 17 2:30 P.M.	OPENING OF FALL COLLECTION Showing of Branell's Fall collection. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
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Thursday May 17 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR Fall collection of shirts, skirts, separates, pants, and knits. For press and buyers, by invitation. Publicity: Lorene Kramer, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
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Tuesday May 22 7:30 A.M. Breakfast	ANNUAL PRESENTATION OF FALL FASHIONS Milliken will present Fall fashions at 7:30 A.M. showings--May 22, 23, 24, 25, 29, June 1, 4, 5, 6, 7, 8, 12, 13, 14; also May 28 and 29 at 3:30 P.M. Fashion Director: Claudette Rose. Contact: Helen Pavoski, OX. 5-1200.	MILLIKEN, INC.	HOTEL ASTOR BALLROOM
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THEATRE...OPERA...MOVIES

Thursday
March 15 PREMIERE: "ROME ADVENTURE" (Movie) MUSIC HALL, 6TH AVE. & 50TH STREET
Warner Bros. Technicolor movie, starring Troy Donahue, Angie Dickinson, Rossano Brazzi, Constance Ford, Al Hirt, and introducing Suzanne Pleshette
Producer and Director: Delmer Daves. Costumes: Howard Shoup. Publicity: Leo Wilder, CI. 6-1000. Music Hall Publicity: Edward Serlin, CI. 6-4600.

Thursday
March 15 PREMIERE: "THE DAY THE EARTH CAUGHT FIRE"(Movie) VICTORIA & TRANS-LUX 85 S
A Universal-International release, presented by British Lion-Pax Picture, starring Janet Munro, Leo McKern, and introducing Edward Judd. Producer and Director: Val Guest. Publicity: Paul Kaney, PL. 9-8000.

Monday
March 19 TWENTY-SECOND WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39 STREET
Mon., March 19: Puccini's "Tosca." Tues., March 20: Verdi's "Aida." Wed., March 21: Gluck's "Orfeo ed Euridice." Thurs., March 22: Puccini's "Tosca." Fri., March 23: Verdi's "Rigoletto." Sat. Mat., March 24: Verdi's "Macbeth." Sat. Eve., March 24: Ponchielli's "La Gioconda." Publicity: Francis Robinson, PE. 6-1200.

Monday
March 19 OPENING: "ALL AMERICAN" WINTER GARDEN THEATRE, 1634 BROADWAY
Starring Ray Bolger with Eileen Herlie, Ron Hausmann, Anita Gillette, Fritz Weaver, Mort Marshall, Bernie West, Mark Leonard, Betty Oakes in the musical comedy based on the novel "Professor Fodorsky," by the Pulitzer Prize-winning novelist Robert Lewis Taylor. About a European college professor teaching in this country, enmeshed in the American manners and mores, presented by Padula-Brown Inc. Director: Joshua Logan. Sets: Jo Mielziner. Costumes: Patton Campbell. Publicity: Bill Doll & Co., JU. 6-8894.

Thursday
March 22 OPENING: "I CAN GET IT FOR YOU WHOLESALE" SHUBERT THEATRE, 225 W. 44TH ST.
David Merrick will present the musical adaptation by Jerome Weidman of his novel about an obnoxious man in the garment industry and how he became a success. Cast includes: Lillian Roth, Jack Kruschen, Sheree North, Harold Lang, Bambi Linn, Elliot Gould. Director: Arthur Laurents. Costumes: Theoni V. Aldredge. Publicity: Harvey Sabinson, JU. 2-4747.

Wednesday
March 28 OPENING: "GREAT DAY IN THE MORNING" HENRY MILLER THEATRE, 124 WEST 43 ST.
Theatre of Michigan Co., Theodore Mann, and George C. Scott will present the play about Irish family life, starring Colleen Dewhurst, with Frances Sternhagen, Clifton James, Elisabeth Fraser, J.B. Cannon. Director: Jose Quintero. Costumes: Noel Taylor. Publicity: Jim Proctor, MU. 7-5084.

Wednesday
April 4 OPENING: "A THOUSAND CLOWNS" EUGENE O'NEILL THEATRE, 230 W. 49 ST.
Starring Jason Robards Jr., with Gene Saks, Barry Gordon, William Daniels, Sandy Dennis, in a play about a non-conformist, presented by Fred Coe. Director: Michael Howard. Publicity: Arthur Cantor, LO. 3-4370.

Wednesday
April 4 OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH STREET
Ringling Bros., Barnum & Bailey Circus will present their matinee and evening performances for six weeks. Publicity: William Fields, PL. 3-7500.

Thursday
April 5 OPENING: "WE TAKE THE TOWN" BROADWAY THEATRE, 1681 BROADWAY
Stuart Ostrow will present Robert Preston as Pancho Villa, with Mike Kellin, John Cullum, Carmen Alvarez, Kathleen Widdoes, Romney Brent, Lester Rawlins, Mark Lenard in the musical adventure adapted from the film "Viva Villa" by Ben Hecht. Director: Alex Segal. Costumes: Motley. Publicity: Harvey Sabinson, JU. 2-4747.

